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MONTHLY STATISTICS  
OF THE

# FLUID MILK TRADE

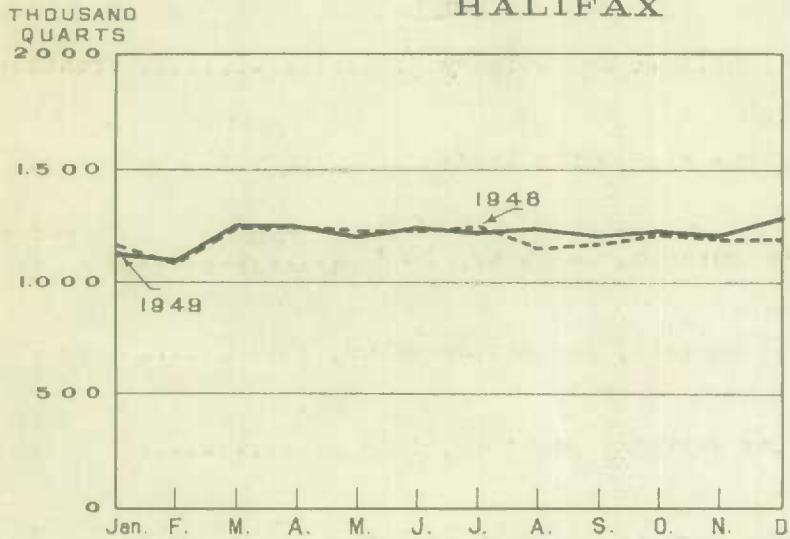
Series 3, Report No. 12

(DECEMBER)

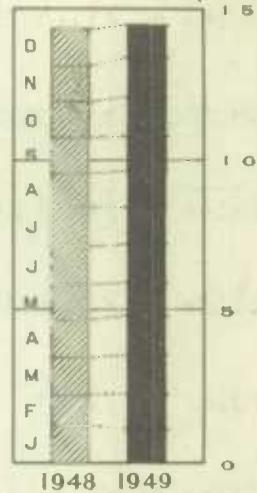
Price \$1.00 per year

## MILK SALES

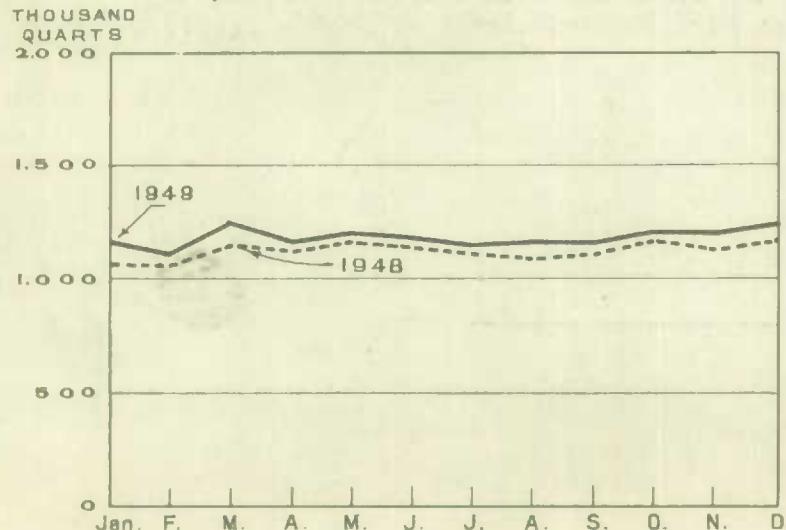
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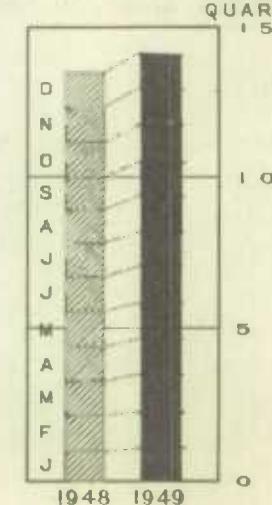
MILLION QUARTS 15



### CALGARY



MILLION QUARTS 15



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## MONTHLY STATISTICS OF THE FLUID MILK TRADE

### Part I - December Estimate of Fluid Milk and Cream Sales in Canada \*

Combined Sales: The combined sales of fluid milk and cream in Canada amounted to 358,530,000 pounds during the month of December, approximately  $4\frac{1}{2}$  million pounds or  $1\frac{1}{3}$  per cent more than those of the same month last year. Of this amount 84 per cent was sold as milk and 16 per cent was sold as cream. During the twelve-month period, January to December, fluid sales reached a total of 4,083,753,000 pounds, an increase of nearly 59 million pounds or  $1\frac{1}{2}$  per cent more than that of the corresponding period in 1948.

Milk Sales: The quantity of fluid milk sold in Canada during December amounted to 300,918,000 pounds, an increase of slightly more than  $3\frac{1}{2}$  million pounds in comparison with the December sales in 1948. During the January-December period of 1949 fluid milk sales reached a total of 3,417,061,000 pounds. Compared with the same period of the previous year, these sales represent an increase of 59 million pounds or approximately 2 per cent.

Cream Sales: Cream sales expressed as milk amounted to 57,612,000 pounds in the month of December, representing an increase of 800 thousand pounds compared with the same month a year previous. During the twelve months of the year, cream sales on a milk basis were estimated at 666,692,000 pounds, falling 459 thousand pounds below those of January-December, 1948.

### Part II-December Sales of Milk and Cream Reported from Forty Markets in Canada (Tables 1-1)

Combined Sales: In forty Canadian markets selected for this review, fluid sales reached a total of 188,535,000 pounds in December, 1949. These sales, including cream expressed as milk, represent an increase of nearly 2 million pounds in comparison with the same month last year. During the January-December period the total of 2,194,443,000 pounds may be compared with 2,162,863,000 pounds in 1948, an increase of  $1\frac{1}{2}$  per cent.

Milk Sales: Sales of fluid milk in these forty markets amounted to 153,234,000 pounds (59,393,000 quarts) during December. Compared with the same month of the previous year, these figures represent an increase of almost  $1\frac{1}{2}$  million pounds. During the twelve-month period, January to December, milk sales reported for the forty markets shown in this statement amounted to 1,807,817,000 pounds (700,704,000 quarts) or almost 2 per cent above those of the same period a year ago.

Cream Sales: In terms of milk, the December sales of fluid cream in forty Canadian markets amounted to 35,301,000 pounds (3,317,000 quarts of cream). In comparison with corresponding figures for the same month of 1948 an increase of 609 thousand pounds was indicated. During the twelve-month period, January-December, sales of cream expressed as milk amounted to 386,626,000 pounds (36,506,000 quarts of cream), an increase of almost 2 million pounds. However, in quarts of cream, the sales for December, 1949, as compared with those of December, 1948, showed an increase of 41 thousand quarts; and for the twelve-month period ended December, cream sales advanced 60 thousand quarts in comparison with the year 1948.

### Part III - Estimated Daily Consumption of Milk and Cream in Canada in Pints Per Capita

In the month of December the over-all consumption of milk and cream by the milk purchasing population in urban areas increased from a daily average of 0.83 pints in December, 1948, to 0.85 pints in December, 1949. Milk alone rose from 0.70 pints to 0.71 pints. Cream consumption in terms of milk, which was 0.13 pints per capita in December, 1948, increased to 0.14 pints in December, 1949.

\* Data for Newfoundland are not available.

Table 1 - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, DECEMBER, 1949

With Percentage Changes from the Previous Month and from the Same Month of 1948

| Market  | TOTAL SALES    |            | PERCENTAGE CHANGE FROM |          |
|---|----------------|------------|------------------------|----------|
|   | December, 1949 |            | November               | December |
|   | Quarts         | Pounds (1) | 1949                   | 1948     |
| MARITIME PROVINCES                                    |                |            |                        |          |
| Charlottetown .....                                   | 209            | 539        | + 2.8                  | - 1.0    |
| Halifax .....   | 1,289          | 3,324      | + 6.6                  | + 8.1    |
| Sydney Area .....                                     | 779            | 2,011      | + 2.0                  | + 6.7    |
| Saint John .....                                      | 851            | 2,197      | + 6.5                  | + 4.3    |
| Moncton .....   | 419            | 1,082      | + 1.7                  | + 2.1    |
| QUEBEC  |                |            |                        |          |
| Montreal .....  | 12,950         | 33,412     | + 1.4                  | + 2.2    |
| Quebec .....  | 2,228          | 5,749      | + 5.2                  | - 2.6    |
| Chicoutimi and Lake St. John .....                    | 948            | 2,445      | + 4.1                  | + 6.6    |
| Sherbrooke .....                                      | 562            | 1,451      | + 3.5                  | - 4.8    |
| Three Rivers .....                                    | 573            | 1,479      | + 4.3                  | + 3.2    |
| Northwestern District .....                           | 382            | 986        | + 2.8                  | + 13.8   |
| St. Hyacinthe .....                                   | 320            | 827        | + 1.0                  | - 0.6    |
| St. Jerome and Ste. Therese .....                     | 349            | 899        | + 2.3                  | + 21.2   |
| Levis-Lauzon .....                                    | 234            | 603        | - 0.2                  | - 3.7    |
| Valleyfield and Beauharnois .....                     | 239            | 616        | + 2.0                  | + 10.6   |
| Thetford .....  | 135            | 348        | + 4.0                  | + 9.6    |
| Rimouski .....  | 109            | 282        | - 1.2                  | + 3.6    |
| ONTARIO   |                |            |                        |          |
| Toronto .....   | 10,205         | 26,330     | - 7.8                  | - 8.8    |
| Ottawa-Hull .....                                     | 2,846          | 7,342      | + 5.6                  | + 3.0    |
| Hamilton .....  | 2,480          | 6,399      | + 2.5                  | + 1.4    |
| Windsor .....   | 1,785          | 4,606      | + 5.4                  | + 3.4    |
| London .....  | 1,304          | 3,365      | + 4.1                  | + 3.6    |
| Ft. William and Pt. Arthur .....                      | 743            | 1,917      | + 0.5                  | - 1.0    |
| Kitchener .....                                       | 746            | 1,925      | + 12.1                 | + 12.7   |
| Kingston .....  | 534            | 1,378      | + 2.5                  | + 0.1    |
| Sudbury .....   | 562            | 1,451      | + 3.0                  | - 1.4    |
| Brantford .....                                       | 542            | 1,399      | + 2.8                  | - 0.4    |
| Cornwall .....  | 335            | 864        | - 2.6                  | + 0.9    |
| Belleville .....                                      | 322            | 831        | + 6.9                  | + 14.6   |
| PRAIRIE PROVINCES                                     |                |            |                        |          |
| Winnipeg .....  | 3,574          | 9,220      | + 1.2                  | + 1.6    |
| Saskatoon, Prince Albert and<br>The Battlefords ..... | 942            | 2,431      | + 0.1                  | + 2.9    |
| Moose Jaw .....                                       | 251            | 648        | + 3.1                  | - 3.1    |
| Regina .....  | 705            | 1,820      | + 3.4                  | + 4.7    |
| Edmonton .....  | 1,574          | 4,061      | + 1.1                  | + 7.7    |
| Calgary .....   | 1,235          | 3,185      | + 2.7                  | + 6.0    |
| Medicine Hat .....                                    | 126            | 325        | + 1.4                  | - 14.4   |
| BRITISH COLUMBIA                                      |                |            |                        |          |
| Vancouver .....                                       | 5,041          | 13,006     | + 4.9                  | + 5.9    |
| Victoria .....  | 962            | 2,481      | - 0.6                  | + 5.1    |

(1) Converted to pounds by multiplying quart sales shown in the adjoining column by 2.58.

Table 11 - SALES OF FLUID MILK IN FORTY MARKETS OF CANADA, JANUARY-DECEMBER, 1949

With Percentage Changes from the Same Period of 1948

| Market  | TOTAL SALES        |            | PERCENTAGE CHANGE FROM<br>January - December<br>1948 |  |
|---|--------------------|------------|--|--|
|   | January - December |            |  |  |
|   | Quarts             | Pounds (1) |  |  |
| <b>MARITIME PROVINCES</b>                             |                    |            |  |  |
| Charlottetown .....                                   | 2,428              | 6,265      | - 4.4  |  |
| Halifax .....   | 14,594             | 37,652     | + 1.3  |  |
| Sydney Area .....                                     | 8,947              | 23,083     | + 1.0  |  |
| Saint John .....                                      | 9,922              | 25,599     | + 4.4  |  |
| Moncton .....   | 5,058              | 13,049     | + 3.0  |  |
| <b>QUEBEC</b>   |                    |            |  |  |
| Montreal .....  | 150,500            | 388,291    | + 2.3  |  |
| Quebec .....  | 25,823             | 66,623     | - 2.0  |  |
| Chicoutimi and Lake St. John .....                    | 10,865             | 28,033     | + 5.1  |  |
| Sherbrooke .....                                      | 6,696              | 17,276     | + 5.3  |  |
| Three Rivers .....                                    | 6,547              | 16,891     | + 0.1  |  |
| Northwestern District .....                           | 4,242              | 10,944     | - 1.6  |  |
| St. Hyacinthe .....                                   | 3,772              | 9,733      | + 0.2  |  |
| St. Jerome and Ste. Therese .....                     | 4,019              | 10,369     | + 16.4   |  |
| Levis-Lauzon .....                                    | 2,853              | 7,361      | - 3.1  |  |
| Valleyfield and Beauharnois .....                     | 2,712              | 6,996      | + 7.0  |  |
| Thetford .....  | 1,555              | 4,013      | + 6.4  |  |
| Rimouski .....  | 1,294              | 3,337      | - 1.9  |  |
| <b>ONTARIO</b>  |                    |            |  |  |
| Toronto .....   | 129,094            | 333,062    | + 0.1  |  |
| Ottawa-Hull .....                                     | 32,124             | 82,879     | - 0.5  |  |
| Hamilton .....  | 28,919             | 74,611     | + 1.7  |  |
| Windsor .....   | 20,630             | 53,227     | + 4.0  |  |
| London .....  | 14,886             | 38,405     | + 5.7  |  |
| Ft. William and Pt. Arthur .....                      | 8,905              | 22,974     | - 6.1  |  |
| Kitchener .....                                       | 7,933              | 20,466     | + 5.9  |  |
| Kingston .....  | 6,109              | 15,760     | + 0.7  |  |
| Sudbury .....   | 6,578              | 16,971     | + 1.3  |  |
| Brantford .....                                       | 6,292              | 16,232     | + 3.0  |  |
| Cornwall .....  | 4,080              | 10,525     | + 3.5  |  |
| Belleville .....                                      | 3,581              | 9,240      | + 12.3   |  |
| <b>PRAIRIE PROVINCES</b>                              |                    |            |  |  |
| Winnipeg .....  | 42,240             | 108,978    | + 1.5  |  |
| Saskatoon, Prince Albert and<br>The Battlefords ..... | 10,894             | 28,107     | - 0.5  |  |
| Moose Jaw .....                                       | 3,000              | 7,741      | + 0.5  |  |
| Regina .....  | 8,070              | 20,821     | - 0.4  |  |
| Edmonton .....  | 17,929             | 46,258     | + 6.5  |  |
| Calgary .....   | 14,158             | 36,528     | + 5.4  |  |
| Medicine Hat .....                                    | 1,503              | 3,878      | - 11.9   |  |
| <b>BRITISH COLUMBIA</b>                               |                    |            |  |  |
| Vancouver .....                                       | 60,452             | 155,966    | + 3.3  |  |
| Victoria .....  | 11,501             | 29,673     | + 2.5  |  |

(1) Converted to pounds by multiplying quart sales shown in the adjoining column by 2.58.

Table III - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, DECEMBER, 1949  
With Percentage Changes from the Previous Month and from the Same Month of 1948

| Market  | TOTAL SALES    |               | PERCENTAGE CHANGE FROM(2) |                  |
|---|----------------|---------------|---------------------------|------------------|
|   | December, 1949 |               | November<br>1949          | December<br>1948 |
|   | Cream          | Butter-fat(1) |                           |                  |
| MARITIME PROVINCES                                    |                |               |                           |                  |
| Charlottetown .....                                   | 000 qt.        | 000 lb.       | %                         | %                |
| Charlottetown .....                                   | 5              | 3             | - 8.1                     | - 3.7            |
| Halifax .....   | 55             | 21            | + 9.9                     | - 5.8            |
| Sydney Area .....                                     | 9              | 6             | + 55.8                    | + 75.0           |
| Saint John .....                                      | 14             | 11            | + 16.5                    | + 5.7            |
| Moncton .....   | 9              | 6             | + 6.5                     | + 22.4           |
| QUEBEC  |                |               |                           |                  |
| Montreal .....  | 651            | 293           | + 10.9                    | + 0.8            |
| Quebec .....  | 60             | 24            | + 13.4                    | - 5.8            |
| Chicoutimi and Lake St. John .....                    | 12             | 10            | + 31.6                    | + 30.8           |
| Sherbrooke .....                                      | 15             | 8             | + 16.4                    | - 8.5            |
| Three Rivers .....                                    | 14             | 7             | + 34.2                    | + 18.1           |
| Northwestern District (3) .....                       | -              | -             | -                         | -                |
| St. Hyacinthe (3) .....                               | -              | -             | -                         | -                |
| St. Jerome and Ste. Therese (3) ..                    | -              | -             | -                         | -                |
| Levis-Lauzon (3) .....                                | -              | -             | -                         | -                |
| Valleyfield and Beauharnois (3) ..                    | -              | -             | -                         | -                |
| Thetford (3) .....                                    | -              | -             | -                         | -                |
| Rimouski (3) .....                                    | -              | -             | -                         | -                |
| ONTARIO   |                |               |                           |                  |
| Toronto .....   | 568            | 227           | + 10.0                    | - 1.2            |
| Ottawa-Hull .....                                     | 106            | 49            | + 10.6                    | + 11.1           |
| Hamilton .....  | 80             | 34            | + 17.7                    | + 7.6            |
| Windsor .....   | 83             | 28            | + 12.4                    | + 4.1            |
| London .....  | 38             | 19            | + 12.8                    | + 7.5            |
| Ft. William and Pt. Arthur .....                      | 22             | 11            | + 13.1                    | + 4.8            |
| Kitchener .....                                       | 19             | 10            | + 14.5                    | + 10.4           |
| Kingston .....  | 11             | 5             | + 0.2                     | - 0.9            |
| Sudbury .....   | 12             | 6             | + 8.5                     | - 8.6            |
| Brantford .....                                       | 11             | 5             | + 10.7                    | - 11.4           |
| Cornwall .....  | 6              | 3             | + 14.9                    | + 17.2           |
| Belleville .....                                      | 6              | 3             | + 6.2                     | + 4.7            |
| PRAIRIE PROVINCES                                     |                |               |                           |                  |
| Winnipeg .....  | 383            | 118           | + 3.5                     | - 3.9            |
| Saskatoon, Prince Albert and<br>The Battlefords ..... | 75             | 24            | + 5.2                     | + 2.4            |
| Moose Jaw .....                                       | 22             | 6             | + 6.2                     | - 4.0            |
| Regina .....  | 74             | 22            | + 6.3                     | + 2.5            |
| Edmonton .....  | 152            | 44            | + 5.8                     | + 8.5            |
| Calgary .....   | 125            | 36            | + 7.7                     | + 0.3            |
| Medicine Hat .....                                    | 9              | 3             | + 4.9                     | - 4.4            |
| BRITISH COLUMBIA                                      |                |               |                           |                  |
| Vancouver .....                                       | 583            | 162           | + 9.8                     | + 3.6            |
| Victoria .....  | 70             | 22            | + 5.2                     | - 1.2            |

(1) Quarts x 2.5 = pounds cream; converted to pounds butter-fat on basis of average test in each market. (2) Percentages calculated on basis of quart sales.

(3) Less than three distributors.

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Table IV - SALES OF FLUID CREAM IN FORTY MARKETS OF CANADA, JANUARY - DECEMBER, 1949

With Percentage Changes from the Same Period of 1948

| Market  | TOTAL SALES        |               | PERCENTAGE CHANGE FROM (2) |  |
|---|--------------------|---------------|----------------------------|--|
|   | January - December |               |                            |  |
|   | Cream              | Butter-fat(1) |                            |  |
| MARITIME PROVINCES                                    |                    |               |                            |  |
|   | 000 qt.            | 000 lb.       | %                          |  |
| Charlottetown .....                                   | 58                 | 32            | - 8.0                      |  |
| Halifax .....   | 638                | 239           | - 11.7                     |  |
| Sydney Area .....                                     | 87                 | 60            | + 4.1                      |  |
| Saint John .....                                      | 164                | 127           | - 8.6                      |  |
| Moncton .....   | 103                | 70            | + 7.2                      |  |
| QUEBEC  |                    |               |                            |  |
| Montreal .....  | 7,159              | 3,221         | - 1.1                      |  |
| Quebec .....  | 714                | 285           | - 7.6                      |  |
| Chicoutimi and Lake St. John .....                    | 118                | 94            | + 26.9                     |  |
| Sherbrooke .....                                      | 186                | 100           | - 0.4                      |  |
| Three Rivers .....                                    | 127                | 63            | + 5.2                      |  |
| Northwestern District (3) .....                       | -                  | -             | -                          |  |
| St. Hyacinthe (3) .....                               | -                  | -             | -                          |  |
| St. Jerome and Ste. Therese (3) ..                    | -                  | -             | -                          |  |
| Levis-Lauzon (3) .....                                | -                  | -             | -                          |  |
| Valleyfield and Beauharnois (3) ..                    | -                  | -             | -                          |  |
| Thetford (3) .....                                    | -                  | -             | -                          |  |
| Rimouski (3) .....                                    | -                  | -             | -                          |  |
| ONTARIO   |                    |               |                            |  |
| Toronto .....   | 6,027              | 2,405         | + 0.7                      |  |
| Ottawa-Hull .....                                     | 1,136              | 527           | + 8.6                      |  |
| Hamilton .....  | 752                | 320           | + 4.2                      |  |
| Windsor .....   | 888                | 298           | + 5.1                      |  |
| London .....  | 393                | 198           | + 9.9                      |  |
| Ft. William and Pt. Arthur .....                      | 258                | 123           | - 3.1                      |  |
| Kitchener .....                                       | 202                | 108           | + 6.7                      |  |
| Kingston .....  | 119                | 61            | + 2.9                      |  |
| Sudbury .....   | 137                | 68            | - 4.9                      |  |
| Brantford .....                                       | 119                | 58            | - 10.4                     |  |
| Cornwall .....  | 63                 | 36            | + 19.5                     |  |
| Belleville .....                                      | 61                 | 32            | + 13.6                     |  |
| PRAIRIE PROVINCES                                     |                    |               |                            |  |
| Winnipeg .....  | 4,400              | 1,352         | - 0.5                      |  |
| Saskatoon, Prince Albert and<br>The Battlefords ..... | 816                | 256           | + 5.4                      |  |
| Moose Jaw .....                                       | 254                | 71            | - 6.1                      |  |
| Regina .....  | 804                | 236           | - 6.4                      |  |
| Edmonton .....  | 1,644              | 471           | + 5.9                      |  |
| Calgary .....   | 1,386              | 399           | - 2.4                      |  |
| Medicine Hat .....                                    | 92                 | 27            | - 3.7                      |  |
| BRITISH COLUMBIA                                      |                    |               |                            |  |
| Vancouver .....                                       | 6,582              | 1,830         | + 1.2                      |  |
| Victoria .....  | 814                | 254           | + 0.1                      |  |

(1) Quarts x 2.5 = pounds cream; converted to pounds butter-fat on basis of average test in each market. (2) Percentages calculated on basis of quart sales.

(3) Less than three distributors.



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Table V - RELATIONSHIP OF MILK AND CREAM SALES IN SELECTED MARKETS  
TO TOTAL SALES IN EACH OF FIVE ECONOMIC AREAS OF CANADA

December, 1949

| Economic Area<br>and<br>Period | MILK SALES         |                         |  | CREAM SALES (MILK EQUIVALENT) |                         |  |
|--------------------------------|--------------------|-------------------------|--|-------------------------------|-------------------------|--|
|                                | Economic Area      | Selected Markets        |  | Economic Area                 | Selected Markets        |  |
|                                | Total<br>Estimated | Number<br>of<br>Markets | Sales in<br>Per Cent<br>of Sales<br>in<br>Economic<br>Area | Total<br>Estimated            | Number<br>of<br>Markets | Sales in<br>Per Cent<br>of Sales<br>in<br>Economic<br>Area |
|                                | 000 lb.            | No.                     | %  | 000 lb.                       | No.                     | %  |
| <u>CANADA</u>                  |                    |                         |  |                               |                         |  |
| Dec. ....                      | 300,918            | 40                      | 50.9   | 57,612                        | 40                      | 61.3   |
| January - Dec. ...             | 3,417,061          | 40                      | 52.9   | 666,692                       | 40                      | 58.0   |
| <u>Maritime Provinces</u>      |                    |                         |  |                               |                         |  |
| Dec. ....                      | 18,578             | 5                       | 49.3   | 1,828                         | 5                       | 71.2   |
| January - Dec. ...             | 207,349            | 5                       | 51.0   | 22,204                        | 5                       | 68.0   |
| <u>Quebec</u>                  |                    |                         |  |                               |                         |  |
| Dec. ....                      | 98,325             | 12                      | 49.9   | 17,543                        | 12                      | 57.3   |
| January - Dec. ...             | 1,094,326          | 12                      | 52.1   | 209,471                       | 12                      | 52.8   |
| <u>Ontario</u>                 |                    |                         |  |                               |                         |  |
| Dec. ....                      | 119,815            | 12                      | 48.2   | 19,758                        | 12                      | 58.0   |
| January - Dec. ...             | 1,362,227          | 12                      | 51.0   | 207,238                       | 12                      | 58.4   |
| <u>Prairie Provinces</u>       |                    |                         |  |                               |                         |  |
| Dec. ....                      | 40,395             | 9                       | 53.7   | 11,982                        | 9                       | 60.4   |
| January - Dec. ...             | 504,805            | 9                       | 50.0   | 148,631                       | 9                       | 54.1   |
| <u>British Columbia</u>        |                    |                         |  |                               |                         |  |
| Dec. ....                      | 23,805             | 2                       | 65.1   | 6,501                         | 2                       | 80.8   |
| January - Dec. ...             | 248,354            | 2                       | 74.7   | 79,148                        | 2                       | 75.2   |